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1705N497

Candidate's Seat No : \_\_\_\_\_

MBA-2 Sem.-4 & MBA-3 Sem.-6 Examination

IB

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

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- Q.1. Discuss the difference between domestic business & international business. (14)
- Q.2 What are the Six C's of Channel Strategy, and why are they important in designing international marketing channels? (14)
- OR
- Q.2 What is a Preferential Trade Agreement (PTA), and how does it differ from a Free Trade Agreement (FTA)? (14)
- Q.3 What is the central idea of the Heckscher-Ohlin Theory in explaining international trade? (14)
- OR
- Q.3 Discuss any TWO from the following in detail. (14)  
1) IMF      2) WORLD BANK      3) NAFTA      4) LAFTA
- Q.4 What is the core idea behind Michael Porter's Diamond Model for national competitive advantage? (14)
- OR
- Q.4 Discuss any TWO from the following in detail. (14)  
1) LICENSING    2) FRANCHISING    3) MERGERS & ACQUISITIONS    4) JOINT VENTURES
- Q.5 What is Free Trade Agreement ? Discuss the advantages of FTA. (14)